



Doing Business in Europe



Welcome!



Honored Guest: Frederic de Pryck, European Trade Representative

(via Skype)

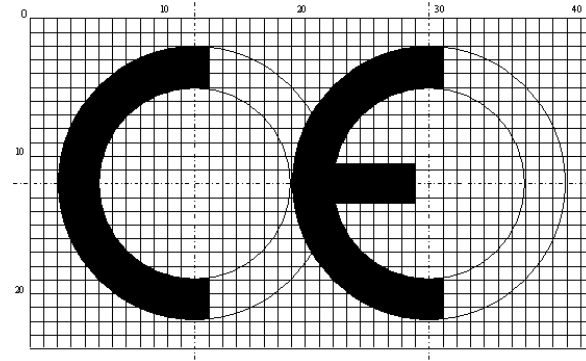


Key Issues on European Localization

- Cultural
- Geographic
- Economic



CE Mark



- **Definition:** CE is a mandatory conformance mark on many products placed on the market in the European Economic Area (EEA). With the CE marking on a product the manufacturer ensures that the product is in conformity with the essential requirements of the applicable EC directives. The letters "CE" stand for "Conformité Européenne" ("European Conformity").
- **Case Study**

Marketing Barriers

- **Schengen Agreement**

Definition: treaty created Europe's borderless Schengen Area which operates very much like a single state for international travel with border controls for travelers travelling in and out of the area

- **Call Centers**

- **Culture**

Utah-Europe Relationship

- Important trading partner (Exports doubled between 2005 and 2010, 20% increase in 2010)
- European investment employs thousands
- Strong educational relationship
- 19 Honorary Consuls
- Sister City relationships





Why Utah-Europe Days 2011

- **Connect** with Utah business leaders interested in or currently doing business with Europe
- **Meet** European government officials and experts who are willing to help with European market entry strategies
- **Participate** in the Utah-Europe Days 2011 reception show casing cultural, business and country specific exhibits
- **Learn** about important resources for exporting to Europe
- **Receive** practical advice from experienced international business professionals
- **Network** with European Honorary Consuls, Consuls General and other representatives from the regions of Europe

How to Register

Visit www.business.utah.gov/europedays and follow registration instructions or contact Trent Bennion at tbennion@utah.gov

Registration is open to business representatives on a first come first serve basis

Utah-Europe Days 2011 Sponsors

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